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JUN 15

Broadcasting

FIRST IN TELEVISION CABLE RADIO SATELLITE

❑ CANDIDATES REMAP ELECTRONIC CAMPAIGN TRAIL / 4
❑ SURPRISE! FCC CHECKS UP ON LOWEST UNIT CHARGES / 8
❑ COURT TV: A CASE STUDY OF CABLE COVERAGE / 28

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BETHESDA MD 20814

BPME/BDA PROMOTES CABLE-FRIENDLY CONVENTION

DEMOCRATS PLAN ONE FROM THE 'HEART'

Producer Gary Smith eschews a king-maker convention for a show with appeal for both networks and viewers

By Sharon D. Moshavi

With likely presidential candidate Ross Perot absorbing most of the media attention these days, conventional wisdom is that Bill Clinton needs to shine at the Democratic National Convention in July to recapture his share of the limelight.

To help do just that, the Democrats have brought back Gary Smith, the Hollywood variety show and event producer responsible for the generally well-received and well-reviewed 1988 convention. Smith is in charge of everything from designing the arena to orchestrating the music to deciding the program.

Gary Smith, producer of the Democratic Convention in New York, July 13-16

Smith wants to repeat the success of the 1988 convention, but changes in the political landscape also demand he produce a much different event. The 1988 convention was flashy and theatrical, he says, with Dukakis holding off an appearance until near the end of the convention. Smith says his instinct this year is "to play down the convention as coronation," a move that should please the networks,

This Week

THE NEW CAMPAIGN TRAIL / 4

The 1992 presidential race finds the candidates exchanging brief moments on network evening news for fuller exposure in other outlets and dayparts.

SEE *JANE* RUN OUT / 18

After 11 weeks of production and a $3 million investment, Twentieth Television has pulled the plug on *Jane*, a talk show targeted to teens and young women and slated for a rollout on Fox stations. Its co-developers hope to take the show to syndication or cable.

AMPEX LOOKS ABROAD / 22

Calling the U.S. professional TV market "mature," equipment manufacturer Ampex is looking to overseas markets and to the digital equipment storage business for its future growth.

TOWN OF THE TALK / 24

As talk radio hosts converge on Washington for their annual convention, the format is enjoying rising ratings and influence, and even inspiring TV imitators.

GAVELED IN WITH A BANG / 28

A number of high-interest court cases have boosted the profile of Court TV in its first year, and some TV news executives say the network has shown, through its sheer volume of cases covered, that cameras and courtrooms can work together.

Seattle BPME conference will acknowledge cable's growing participation in association (p. 38)

RBOC'S PITCH JOB BOOST / 31

As Congress moves closer to banning telco entry into information services, the regional Bell companies released a study showing that 1.46 million jobs could be generated by letting RBOC's into the business.

FRACTURED IMPERATIVE / 37

Despite a fractured frequency picture worldwide, the First International Symposium on Digital Audio Broadcasting finds Eureka, Canada and Mexico DAB bullish. FCC Commissioner Ervin Duggan calls it "imperative." Delco readies receivers.

CABLE MAKES NAME FOR ITSELF / 38

Gathering in Seattle for its annual conference, the Broadcast Promotion and Marketing Executives-Broadcast Designers Association weighs the growing role of cable, and considers a name change to reflect the diversification of the media.

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Broadcasting's Ratings Week 4 Jun 1-7

	ABC	CBS	NBC	FOX
MONDAY	9.4/16	11.8/21	10.7/19	NO PROGRAMING
8:00	46. FBI: Untold Str 9.2/17	23. Evening Shade 10.7/20	21. Fresh Prince 10.9/20	
8:30	38. Amer Detective 9.7/17	21. Major Dad 10.9/19	24. Blossom 10.6/19	
9:00	43. ABC Monday Night Movie—Critical Condition 9.4/16	10. Murphy Brown 12.9/22	24. NBC Monday Night Movie—Roxanne: The Prize Pulitzer 10.6/18	
9:30				
10:00		18. Northern Exposure 11.7/20		
10:30				
TUESDAY	11.7/21	9.4/17	9.5/17	NO PROGRAMING
8:00	13. Full House 12.5/25	38. Rescue: 911 9.7/18	61. In the Heat of the Night 7.8/15	
8:30	3. Home Improvmt 15.1/28			
9:00	1. Roseanne 16.5/28	45. CBS Tuesday Movie—Victim of Love 9.3/16	52. Law and Order 8.6/15	
9:30	4. Coach 14.3/24			
10:00	76. U.S.A. Music Challenge 5.8/10		16. Dateline NBC 12.2/21	
10:30				
WEDNESDAY	8.5/16	10.9/20	13.5/25	NO PROGRAMING
8:00	43. Wonder Years 9.4/19	68. Davis Rules 6.8/14	13. Unsolved Mysteries 12.5/24	
8:30	24. Growing Pains 10.6/20	73. Brooklyn Bridge 6.1/11		
9:00	36. Doogie Howser 9.8/17	27. Jake and the Fatman 10.5/18	9. NBA Finals Game 1—Portland at Chicago 13.5/25	
9:30	57. Anything B/Love 8.0/14			
10:00	70. Civil Wars 6.6/12	2. 48 Hours 15.6/28		
10:30				
THURSDAY	9.0/16	9.4/17	11.1/20	8.3/15
8:00	62. The Young Riders 7.5/14	32. Top Cops 10.1/19	46. Cosby 9.2/17	28. Simpsons 10.4/20
8:30			30. A Diffrnt World 10.2/19	67. Drexell's Class 6.9/13
9:00	63. MacGyver 7.2/12	48. Year of the Generals 9.1/16	4. Cheers 14.3/24	57. Beverly Hills 90210 8.0/14
9:30			11. Wings 12.6/21	
10:00	15. Primetime Live 12.4/22		34. L.A. Law 10.0/18	
10:30				
FRIDAY	10.2/20	10.3/19	10.5/20	4.9/10
8:00	35. Family Matters 9.9/21	50. Miracles and Other Wonders 8.9/18	71. Tom Brokaw Reports 6.4/13	77. America's Most Wanted 5.4/11
8:30	38. Step By Step 9.7/19			78. Sightings 5.3/10
9:00	50. Dinosaurs 8.9/17	20. CBS Friday Movie—Jailbirds 11.0/20	7. NBA Finals Game 2—Portland at Chicago 13.7/27	87. Hidden Video 2 3.6/7
9:30	53. Baby Talk 8.5/16			
10:00	17. 20/20 12.0/22			
10:30				
SATURDAY	5.0/10	8.4/17	8.3/17	5.8/12
8:00	82. Who's the Boss? 4.2/9	54. CBS Saturday Movie—Midway 8.4/17	55. Golden Girls 8.1/18	73. Cops 6.1/14
8:30				64. Cops 2 7.1/15
9:00	83. Billy 4.1/8		38. Empty Nest 9.7/19	75. Code 3 6.0/12
9:30	81. Perfect Strang. 4.3/8		36. Nurses 9.8/19	84. Vinnie & Bobby 3.9/8
10:00	64. The Commish 7.1/14		64. Sisters 7.1/14	
10:30				
SUNDAY	9.6/17	11.8/22	12.1/23	6.1/11
7:00	79. Life Goes On 5.1/10	6. 60 Minutes 14.2/29	8. NBA Finals Game 2—Chicago at Portland 13.6/26	86. True Colors 3.7/8
7:30				85. Parker Lewis 3.8/7
8:00	29. Am Fun Hme Vid 10.3/18	11. Murder, She Wrote 12.6/22		59. In Living Color 7.9/14
8:30	32. Am Fun People 10.1/17			71. Roc 6.4/11
9:00	19. ABC Sunday Night Movie—Memories of Me 11.5/20	30. CBS Sunday Movie—Lonesome Dove, Pt. 1 10.2/18		49. Married w/Childn 9.0/15
9:30			42. Seinfeld 9.5/16	55. Herman's Head 8.1/13
10:00			59. Night Court 7.9/14	80. Fox/MTV Guide to Summer 5.0/9
10:30			69. Dear John 6.7/14	
WEEK'S AVGS	9.1/17	10.4/19	10.9/20	6.3/12
SSN. TO DATE	11.9/20	13.2/22	12.0/20	7.8/13

RANKING/SHOW (PROGRAM RATING/SHARE) *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

also carries $150 million in long-term debt bearing average interest of roughly 13%. NHI itself has debt incurred from the purchase of Ampex five years ago for $485 million. The bonds issued for the acquisition are trading at substantial discounts, said a recent article in *Barron's*.

The Ampex offering, through Lehman Brothers and PaineWebber, hopes to raise about $55 million, primarily for working capital and to repay previous working-capital borrowings. ■

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

KFXX(AM)-KGON(FM) Portland, Ore. □ Sold by Ackerley Communications Inc. to Apogee Communications Inc. for estimated $5.5 million. **Seller** is headed by Barry Ackerley, and owns KGET(TV) Bakersfield and KCBA(TV) Salinas, both California; KKTV-TV Colorado Springs; WAXY(FM) Fort Lauderdale, Fla; WIXT(TV) Syracuse, N.Y.; KVOS-TV Bellingham and KJR (AM)-KLTX(FM) Seattle. **Buyer** is principally owned by Roy P. Disney, great nephew of Walt Disney (see "Riding Gain," page 27). Disney is shareholder in Shamrock Broadcasting Inc., headed by his father Roy E. Disney, which owns five AM's, nine FM's and 2 TV's. KFXX has all-sports format on 1520 khz with 50 kw day and 10 w night. KGON has AOR format on 92.3 mhz with 100 kw and antenna 920 feet. *Broker: Kalil & Co. Inc.*

WDOT-AM-FM Burlington-Warren, Vt. □ Sold by Nichols Radio Broadcasting Corp. and Nichols FM Radio Broadcasting Corp. to Kenley D. Squier for $643,000. **Seller** is owned principally by John C. Nichols (57.24%), and has no other broadcast interests. **Buyer** has been sports commentator for CBS Television for 18 years and is CEO of World Sports Television Production Co., television microwave and camera rental company based in Atlanta. He also owns WDEV(AM) Waterbury, Vt. Stations simulcast oldies format. WDOT(AM) is on 1390 khz with 5 kw day and 2.5 kw night. WDOT-FM is on 96.1 mhz with 3 kw and antenna 4,000 feet above average terrain. *Broker: New England Media Inc.*

WBZA(AM)-WAYI-FM Glens Falls, N.Y. □ Sold by Northway Broadcasting Inc. to Hometown Broadcasting of Glens Falls Inc. for $500,000. **Seller** is headed by David G. Mitchell, who also has interests in licensees of WMXW(FM) Vestal, N.Y., and WKMC (AM) Roaring Spring, Pa. Vice president Joseph A. Reilly also has interests in assignee. **Buyer** is headed by Matthew H. Mataraso, and is 25% shareholder of licensee of WIZR(AM)-WSRD(FM) Johnstown, N.Y. WBZA is fulltimer with Music of Your Life format on 1230 khz with 1 kw. WAYI-FM has AC format on 107.1 mhz with 280 w and antenna 844 feet above average terrain.

WCMT-AM-FM Martin, Tenn. □ Transfer of control of Thunderbolt Broadcasting Co. for $475,000. **Seller** is Harold T. Brundige, selling his 54.9% to **buyer** Paul Tinkle, et al. Principals have no other broadcast interests. WCMT(AM) has adult country format on 1410 khz with 1 kw day and 58 w night. WCMT-FM has oldies format on 101.7 mhz with 6 kw and antenna 328 feet.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ $1,684,337 □ 8

FM's □ $359,000 □ 5

AM-FM's □ $7,165,600 □ 5

TV's □ $0 □ 0

Total □ $9,208,937 □ 18

1992 to Date:

AM's □ $36,723,535 □ 90

FM's □ $63,270,138 □ 107

AM-FM's □ $124,489,805 □ 67

TV's □ $1,114,316,620 □ 33

Total □ $1,338,800,098 □ 297

For 1991 total see Jan. 27, 1992 BROADCASTING.

CLOSED!

KZRC-AM/KXYQ-FM, Portland, Oregon from Daytona Group of Oregon, Inc., Norman S. Drubner, Principal to KXYQ Broadcasting Company, Inc., Edward S. Leffler and the members of the Van Halen band, Principals for $1,300,000.

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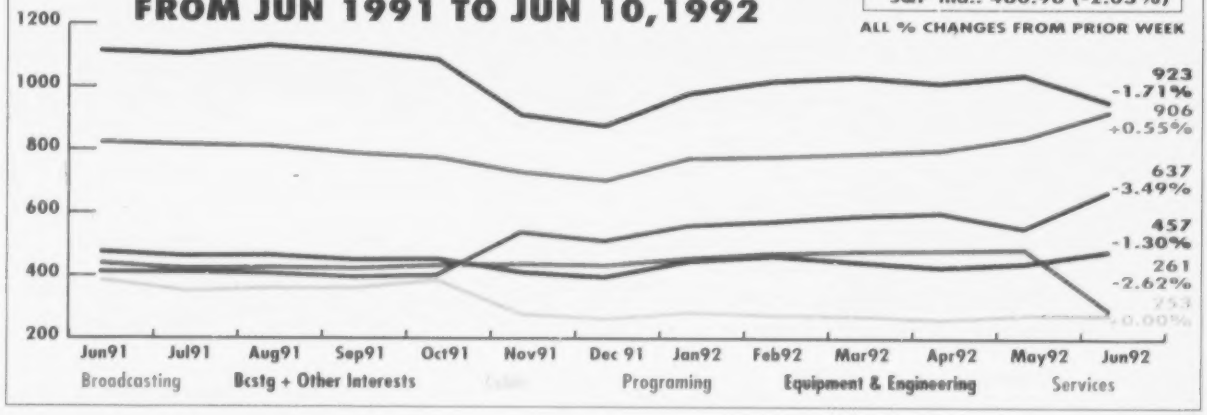
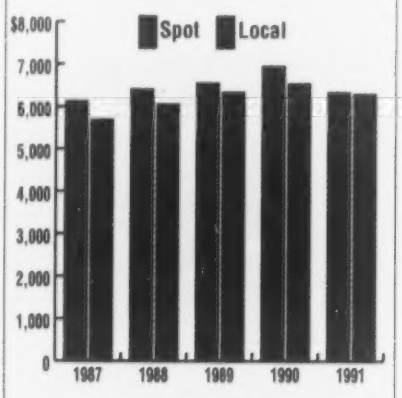
Broadcasting's By The Numbers

STOCK MARKET PERFORMANCE AVERAGES FROM JUN 1991 TO JUN 10,1992

NASDAQ: 569.71 (-3.43%)
S&P Ind.: 480.96 (-2.03%)
ALL % CHANGES FROM PRIOR WEEK

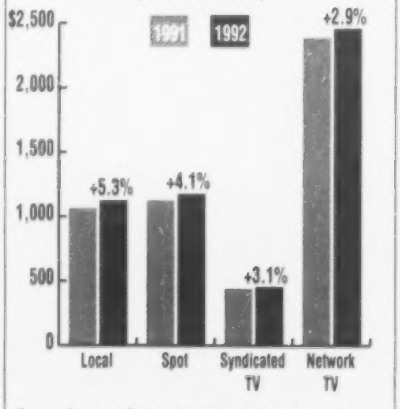


STATION TIME SALES (IN MILLIONS)



Source: Television Bureau of Advertising estimates.

TV ADVERTISING REVENUES (IN MILLIONS)



Source: Television Bureau of Advertising from data supplied by Arbitron's MediaWatch Service in the top 75 markets.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's'	TOTAL*
Commercial AM	4,978	231	5,209
Commercial FM	4,662	989	5,651
Educational FM	1,537	310	1,847
Total Radio	**11,177**	**1,530**	**12,707**
Commercial VHF TV	558	13	571
Commercial UHF TV	580	167	747
Educational VHF TV	123	5	128
Educational UHF TV	236	10	246
Total TV	**1,497**	**195**	**1,692**
VHF LPTV	457	146	603
UHF LPTV	786	831	1,617
Total LPTV	**1,243**	**977**	**2,220**
FM translators	1,897	367	2,264
VHF translators	2,505	74	2,579
UHF translators	2,360	392	2,752

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million.
[1] Construction permit. [2]Instructional TV fixed service. [3]Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

Broadcasting In Brief

Paramount Domestic Television sent a "letter of apology" to Twentieth Television for the "interception" by Paramount's *Hard Copy* of Twentieth's *A Current Affair*'s satellite feed on June 1 (BROADCASTING, June 8). In the letter from Paramount Executive VP Richard Zimbert to Fox Executive VP George Vradenburg III, Zimbert is quoted as writing: "Paramount acknowledges that *Hard Copy* violated the rights of *A Current Affair* in several respects: (1) intercepting your satellite feed; (2) obliterating your logo from *A Current Affair* material used in *Hard Copy*, and (3) using *A Current Affair* without your permission. Paramount apologizes for the actions of *Hard Copy* in each of the respects described above and commits that such actions shall not re-occur." Paramount officials were unavailable for comment. Twentieth officials had threatened a lawsuit over what it called *Hard Copy*'s "flagrant theft" of *ACA*'s "exclusive" home video of Amy Fisher, who is on trial for the attempted murder of her estranged lover's wife.

NSS POCKETPIECE

(Eleven's top rerun syndicated shows for the week ending May 31. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	12.1/223/98
2. Star Trek	11.7/246/98
3. Jeopardy!	10.5/209/98
4. Oprah Winfrey Show	9.7/216/97
5. Entertainment Tonight	7.9/169/98
6. Worldvision I	7.6/139/93
7. Married...With Children	7.3/175/94
8. A Current Affair	6.7/173/92
9. Wheel Of Fortune-wknd	6.5/160/92
10. Donahue	6.2/224/96
11. Inside Edition	6.1/131/96
12. Tri Star Showcase III	6.0/172/97
13. Cosby Show	5.9/193/98
14. Sally Jessy Raphael	5.8/209/98
15. Hard Copy	5.6/176/91

Senate Commerce Committee Chairman **Ernest Hollings,** in a June 11 letter to FCC Chairman Alfred Sikes, **added his voice to those in the House and broadcasting industry calling for reconsideration of new radio ownership rules.** Hollings said he was not convinced that any changes were necessary, but that if changes were found to be in the radio industry's interest, more moderate rules are appropriate. "These proposed rules, if they are allowed to take effect, seem certain to create unwanted levels of concentration of ownership and a corresponding loss of diversity in the viewpoints available to the public," Hollings said.

The Florida Marlins signed four-year deals with WBFS-TV Miami and Sunshine Network, for 52 broadcast and 63 cable games, beginning with the 1993 MLB season. Terms were not disclosed, but the deals are believed to each be worth upwards of $4 million per year.

Merger between Time Warner and 82%-owned subsidiary American Television & Communications was approved by MSO's shareholders Friday. Each share of ATC will be exchanged for the right to receive $82.50 principal amount of Time Warner redeemable reset notes due Aug. 15, 2002.

Comments on the FCC's proposals to relax the national and local **TV ownership rules** are due Aug. 24; replies are due Sept. 23.

General Dynamics delivered the mid-power, Ku-band Intelsat K into orbit June 9 without mishap. By week's end, the bird had reached geosynchronous orbit and was on schedule to begin TV services among Europe and North and South America from 338.5 degrees east longitude by mid-July. RAI and Visnews subsidiary BrightStar Communications had prepurchased half the 16 transponders.

Ross Perot proved to be a bigger ratings winner for *Today* than Bill Clinton last week. Tuesday's 7-8

ANOTHER CHANCE FOR UPI

UPI's ongoing search for a buyer last week led to another self-described "white knight" who made a last-minute offer to save the beleaguered news service.

New York lawyer Leon Charney signed an agreement on Friday to provide UPI with $180,000 while he spends the next week considering a bid for its assets. The agreement was made just hours before the 85-year-old bankrupt news service was prepared to close shop.

Charney's offer came one day after religious broadcaster Pat Robertson, who had also described himself as a "white knight," withdrew a $6 million offer to buy the news service (BROADCASTING, May 18). Robertson, who had spent $300,000 to keep UPI in business for the past month while he reviewed the company's books, said it would cost $31 million over 18 months to attempt to make UPI viable. UPI rejected a modified bid from Robertson last week of $500,000 for the UPI name and certain assets.

Charney, in addition to his work as a lawyer, produces and moderates a weekly public TV show in New York, *The Leon Charney Report*. He also served as an unofficial White House special adviser during the Carter administration and has written a book, *Special Counsel*, based on his experience in the Camp David peace accords. -BB